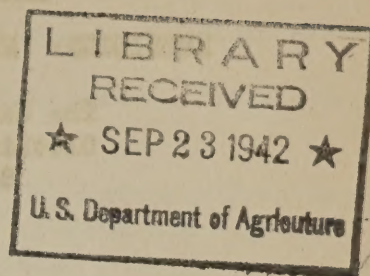


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CENTRAL STATES CONFERENCE ON WARTIME
CLOTHING AND FARM HOME FOOD SUPPLY
August 25-28, 1942, Morrison Hotel,
Chicago, Illinois

PROGRAM



I. Clothing Section

AUGUST 25

General Session

9:00-12:00 o'clock

PRESIDING: Grace E. Frysinger, Extension Service, U.S.D.A.

Extension's Responsibility

TOPICS:

The National Food Situation and Its Implications for the
Rural Family - J. B. Canning, Agricultural
Marketing Administration, U.S.D.A.

The General Clothing Situation -
Ruth O'Brien, Bureau of
Home Economics, U.S.D.A.

Price Trends and Price Control -
Dr. Ruth Ayres, Chief, Program
Activities, Consumer Division
Office of Price Administration

Afternoon Session

2:00-5:00 O'clock

PRESIDING: Edna Gray, Extension Clothing Specialist, Illinois

TOPIC: The Clothing Situation.

The Recent Washington Conference - Elizabeth Peterson
Extension Clothing Specialist, Iowa

War Orders in Regard to Clothing - Inez LaBossier, Commodity
Use Specialist, Consumer Division,
Office of Price Administration

Forum: Adjustments Facing the Farm Family During Wartime
in Regard to Clothing
Local Situation as to Goods and Services
The Home Situation in Regard to Clothing
Needs and Activities

General Discussion: Led by Julia E. Brekke, Extension Clothing
Specialist, North Dakota

A representative of a retail clothing firm and of a mail order house will
be asked to serve as consultants during this forum.

AUGUST 26

Morning Session

9:00-10:15 o'clock

PRESIDING: Meta Martin, Extension Clothing Specialist, Indiana

The Use of Neighborhood Leaders in the Wartime
Clothing Situation

8-minute reports from

Ohio

Illinois

Missouri

South Dakota

Minnesota

Michigan

Discussion

10:15 Leave for Marshall Field

12:30 Luncheon and Discussion at Marshall Field -

PRESIDING: Edna Callahan, Extension Clothing Specialist,
Ohio

Afternoon Session

2:00 p.m. Meet at Sears, Roebuck & Co. - PRESIDING: Eves Whitfield,
Extension Clothing Specialist, Minnesota

These visits are for the purpose of observing how a
great retail store and a large mail-order house are
meeting the requirements of the war situation and
their effect on the quality and quantity of clothing
and materials, design, color, finish, etc.

Evening Session

8:00 p.m.

PRESIDING: Helen Rocke, Extension Clothing Specialist, Nebraska

The training and use of neighborhood leaders in the wartime
clothing situation

8-minute reports from

Wisconsin

Indiana

Kansas

North Dakota

Iowa

Nebraska

Discussion

Observation of exhibits

AUGUST 27

General Session

9:00-10:30 (followed by separate sessions)

PRESIDING: Gladys L. Meloche, Extension Clothing Specialist, Wisconsin

9:00-10:00 WPB War Orders and the Consumer -

Roland Vaile, Chief, Consumer Programs
Branch, Division of Civilian Supply,
War Production Board

Discussion

10:00-10:30 Recent Developments in Regard to Bond Purchase Drive -
Mabelle B. Blake, Women's Division,
War Savings Staff, Treasury.

10:30-11:15 New Fabrics and Fabric Finishes

Gertrude Dieken, E. I. duPont
de Nemours, Wilmington, Del.

11:15-12:00 Presentation Clothing Activities by Representatives
other Government Agencies

Organization of Committees

Committee 1. Clothing Situation and Needed
Adjustments in the North Central States

Committee 2. Cooperative Forwarding of Wartime
Clothing Program by Governmental Agencies

Committee 3. Ways and Means
a. The Use of Neighborhood Leaders
b. Use of Project Leaders
c. Aids to the Neighborhood Leaders
d. Radio, Exhibits, News Writing

Afternoon Session

2:00-5:00 o'clock

GENERAL SESSION 2:00-4:00 o'clock

PRESIDING: Mrs. Sarah P. Ellis, State Home Demonstration Leader, Iowa.

1. Wartime News Farm People Need - How To Write It -
Mrs. Gudrun Alcock, Woman's Editor, Chicago Sun.
2. Getting the Most out of Radio - Miss Harriet Hestor, WLS.
3. Showmanship in Circular Letters, Leaflets, etc. _____
4. Leaflets, etc., for Neighborhood Leaders - Miss Gertrude Dieken

4:00 o'clock Committee work.

AUGUST 28

Morning Session

9:00-12:00 o'clock

9:00-10:30 Committee work continued

10:30-12:00 PRESIDING: Mrs. Leona D. MacLeod, Extension Clothing
Specialist, Michigan

10:30-11:30 Presentation and Discussion of Committee Reports

11:30-12:00 Revision of Committee Reports

Afternoon Session

Final General Session

PRESIDING: Grace E. Frysinger, Extension Service, U.S.D.A.

Presentation of committee reports

Clothing

Food

Discussion of reports

CENTRAL STATES CONFERENCE ON WARTIME
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PROGRAM

II. Food Supply Section

AUGUST 25

Morning Session

9:00-12:00 o'clock

PRESIDING: Grace E. Frysinger, Extension Service, U.S.D.A.

Extension's Responsibility

TOPICS:

The National Food Situation and Its Implications for
the Rural Family

J. B. Canning, Agricultural Market-
ing Administration, U.S.D.A.

The General Clothing Situation

Ruth O'Brien, Bureau of Home
Economics, U.S.D.A.

Price Trends and Price Control

Dr. Ruth Ayres, Chief, Program
Activities, Consumer Division,
Office of Price Administration

Afternoon Session

2:00-5:00 o'clock

PRESIDING: Mary Brady, Extension Nutrition Specialist, Wisconsin

TOPIC: Federal Programs for Handling National and Regional
Abundances

J. B. Canning, Agricultural Market-
ing Administration, U.S.D.A.

Sales Problems of Local Peak Supplies

D. C. Dvoracek, Extension Marketing
Specialist, Minnesota

Recommendations and Reflections of the Washington
Conference - Miriam Birdseye, Nutrition Specialist,
Extension Service, U.S.D.A.

Food Habits and Wartime Food Situations - Dr. Margaret
Mead, Executive Secretary, Food Habits

Committee, National Research Council, Washington, D. C.

Discussion

AUGUST 26

Morning Session

9:00-12:00 o'clock

PRESIDING: Roberta R. Hershey, Extension Nutrition Specialist, Michigan

TOPICS: Progress of the Victory Garden and Food Supply Programs
10-minute contributions by States

How Shall We Conserve the Food We Produce

Dr. Esther Batchelder, Bureau of
Home Economics, U.S.D.A.

What Must We Do To Complete the job?

Discussion led by Mabel Doremus, Extension
Foods and Nutrition Specialist, Nebraska

Afternoon Session

2:00-5:00 o'clock

PRESIDING: Georgiana Smurthwaite, State Home Demonstration Leader,
Kansas

TOPICS: How College and Extension are Developing Our Wartime
Home Food Supply and Nutrition Programs in Terms of
Adjustments in Subject Matter, Method, Teaching
Materials.

10-minute reports by State representatives

What Other Governmental Agencies Are Doing in Meeting
Wartime Food and Nutrition Needs.

10-minute reports from representatives of

Farm Security Administration

Agricultural Marketing Administration

Vocational Education

Office of Defense Health and Welfare Services

Rural Electrification Administration

Public Health Service

American Red Cross

Office of Civilian Defense

AUGUST 27

General Session 9:00-10:30 o'clock (followed by separate sessions)

PRESIDING: Gladys L. Meloche, Extension Clothing Specialist, Wisconsin

9:00-10:00 WFB War Orders and the Consumer - Roland Vaile, Chief,
Consumer Programs Branch, Division of Civilian Supply,
War Production Board.

Discussion.

10:00-10:30 Recent Developments in Regard to Bond Purchase Drive -
Mabelle B. Blake, Women's Division, War Savings Staff,
Treasury.

10:30-12:00 PRESIDING: Grace B. Armstrong, Extension Nutrition Specialist,
Illinois

TOPIC: Advancing the Wartime Food Supply Program by Means of
Volunteer Leaders.

- a. The Neighborhood Leader
- b. The Project Leader
- c. County and Community Committees.

AFTERNOON SESSION 2:00-5:00 o'clock

General Session 2:00-4:00 p.m.

PRESIDING: Mrs. Sarah P. Ellis, State Home Demonstration Agent, Iowa

1. News Writing
2. How To Broadcast in One Uneasy Lesson
3. Letters

4:00-5:00 Organization and work of committees.

Committee 1. The Home Food Supply Needs and Recommended
Adjustments.

" 2. Cooperative Forwarding of Wartime Food Supply
Programs by Government Agencies.

" 3. Ways and Means

- a. Use of Neighborhood Leaders
- b. Use of Project Leaders
- c. Aids to Neighborhood Leaders
- d. Radio, Exhibits, News Writing.

AUGUST 28

MORNING SESSION 9:00-12:00 o'clock

- 9:00-10:30 Committee work continues
- 10:30-12:00 PRESIDING: Gertrude E. Allen, Extension Nutrition Specialist,
Kansas
- 10:30-11:30 Presentation and Discussion of Committee Reports
- 11:30-12:00 Revision of Committee Reports

AFTERNOON SESSION

FINAL GENERAL SESSION

PRESIDING: Grace E. Frysinger, Extension Service, U.S.D.A.

Presentation of Committee Reports

Clothing
Food

Discussion of Reports.